



# BanTheBags.org

Hospitals Should Market Health, and Nothing Else

## DID YOU KNOW?

- **Formula bags given at hospital discharge have a negative impact on breastfeeding duration.**
- **Only 35.5% of Minnesota mothers are exclusively breastfeeding at 3 months.**
- **Hospitals can encourage women to breastfeed longer by “banning the bags.”**

Rhode Island was the first state to “Ban the Bags” in 2011. Massachusetts followed suit in 2012, banning formula bags from all 49 maternity hospitals. Minnesota mothers deserve to be next!

When hospitals give new mothers free formula, it appears that they are endorsing that brand of formula. It is time for Minnesota to stop marketing formula brands and start marketing healthy decisions for moms and babies. Encourage your hospital to stop taking free formula bags from formula companies. Together we can Ban the Bags!



1. “Breastfeeding Supports and Challenges: Mothers’ Perspectives on Healthcare, Worksites, and Social Influences.” (Minnesota Department of Health, 2010).
2. <http://www.health.state.mn.us>
3. [www.cdc.gov](http://www.cdc.gov)
4. “CDC National Survey of Maternity Practices in Infant Nutrition and Care (mPINC)” (Center for Disease Control, 2011).
5. Deborah L. Kaplan and Kristina M. Graff, “Marketing Breastfeeding- Reversing Corporate Influence on Infant Feeding Practices.” (Journal of Urban Health, 2008).
6. Kenneth Rosenberg, Carissa Eastham, Laurin Kasehagen, Alfredo Sandoval, “Marketing Infant Formula Through Hospitals: the Impact of Commercial Hospital Discharge Packs on Breastfeeding.” (American Journal of Public Health, 2008).